

5'-CCCGGGGGTCTGGAAGCCACAAGGTAAACACAACACATCCCCCTCCTGACTATGCAATTTTACTA  
 GAGGATGTGGTGGGAAAACCATTATTTGATATTAACAAATAGGCTTGGGATGGAGTAGGATGCAAGCT  
 CCCAGGAAAGTTTAAGATAAAACCTGAGACTTAAAAGGGTGTTAAGAGTGGCAGCCTAGGGAATTTATC  
 CCGGACTCCGGGGGAGGGGGCAGAGTCACCAGCCTCTGCATTTAGGGATTCTCCGAGGAAAAGTGTGAGA  
<sup>AP-2</sup>  
 ACGGCTGCAGGCAACCCAGGCGTCCCGGCGCTAGGAGGGACGACCCAGGCCTGCGCGAAGAGAGGGAGAA  
 AGTGAAGCTGGGAGTTGCCGACTCCAGACTTCGTTGGAATGCAGTTGGAGGGGGCGAGCTGGGAGCGCG  
<sup>CCAAT box</sup> <sup>Ets</sup> <sup>TATA</sup>  
 CTGCTCCCAATCACAGGAGAAGGAGGAGGTGGAGGAGGAGGGCTGCTTGAGGAAGTATAAGAATGAAGT  
 TGTGAAGCTGAGATTCCCCTCCATTGGGACCGGAGAAACCAGGGGAGCCCCCGGGCAGCCGCGCGCCCC  
<sup>Δ+1</sup>  
 TTCCACGGGGCCCTTTACTGCGCCGCGCGCCCGGCCCCCACC-3' (SEQ ID NO: 1)

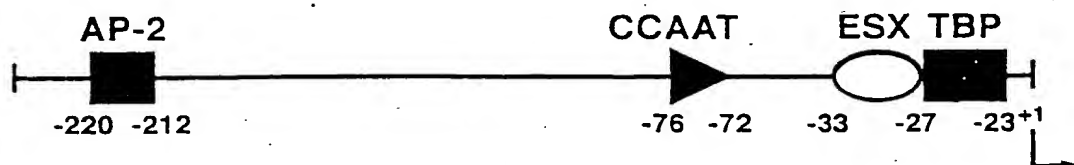
### HER2/neu Promoter Elements

TATA: TBP/TFIID

Ets: ESX, perhaps also PEA3,ERM

CCAAT box: NF-Y (also called CP1, CBF, EFI)

**Fig. 1A**



**Fig. 1B**

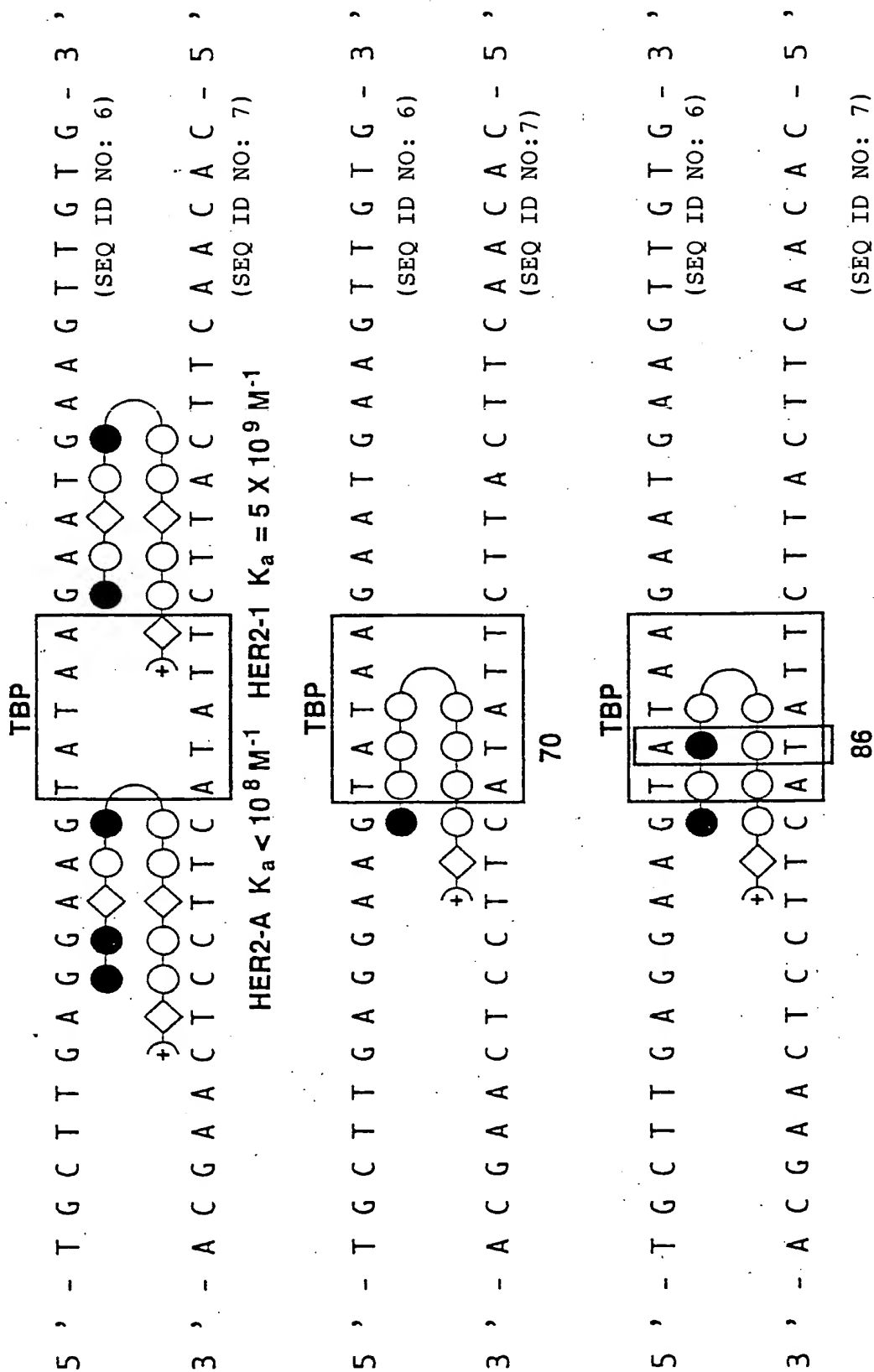


Fig. 3